

ABSTRACT

A system for displaying products for purchase on any document displayed on any computer device, comprising conducting a statistical frequency analysis of the word occurrence in the document to determine the primary subject matter of the document
5 and/or keywords in the document, selecting products which are relevant to the subject matter and keywords of the document, either by manual selection or by automatic selection. Automatic selection is accomplished by conducting a statistical frequency analysis of the word occurrence in the product descriptions to determine the keywords in the product descriptions and matching the keywords from the document with the
10 keywords from the product descriptions.